

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

Friday, May 8, 2020 – 10:00am to 12:00pm

Virtual Meeting Via Zoom: Description:

Join Zoom Meeting

<https://us02web.zoom.us/j/84468890534?pwd=aCtwdE1Bbmw4djRXNW9ZamhkNmNtQT09>

Meeting ID: 844 6889 0534

Password: 463077

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:10 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:15 am
 - a. COVID-19 Update
4. Marketing Committee Report:
 - a. COVID-19 Metrics and campaign performance update - Jonathan Smithgall, Media Buyer Love Communications - 10:30
 - b. Entrada Insights Survey Results- Denise Jordan, Marketing Analytics and Research Manager, Utah Office of Tourism and Esra Calvert, Chief Data Advisor, Entrada Insights - 10:45
 - c. Forever Mighty Activation (Placeholder)- Bianca Lyon, Director of Community and Partner Relations Utah Office of Tourism and Lee Banov, Strategist, Struck - 11:00
 - d. Action Item: Review/Approval of FY 2021 TMPF Budget consisting of \$24 million - Dave Williams Associate Managing Director Utah Office of Tourism and Becky Keeney Tourism Operations and Marketing Director Utah Office of Tourism - 11:20 am
5. Update regarding Traditional Co-op program match for FY2020/2021- Kym Buttschardt Co-op committee chair - 11:45 am
6. UTIA Update: Cody Adent, Executive Director, Utah Tourism Industry Association - 11:50 am
7. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The next board meeting will be held on Friday, June 12, 2020 from 10:00 am - 12:00 pm. Location is TBD.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state